



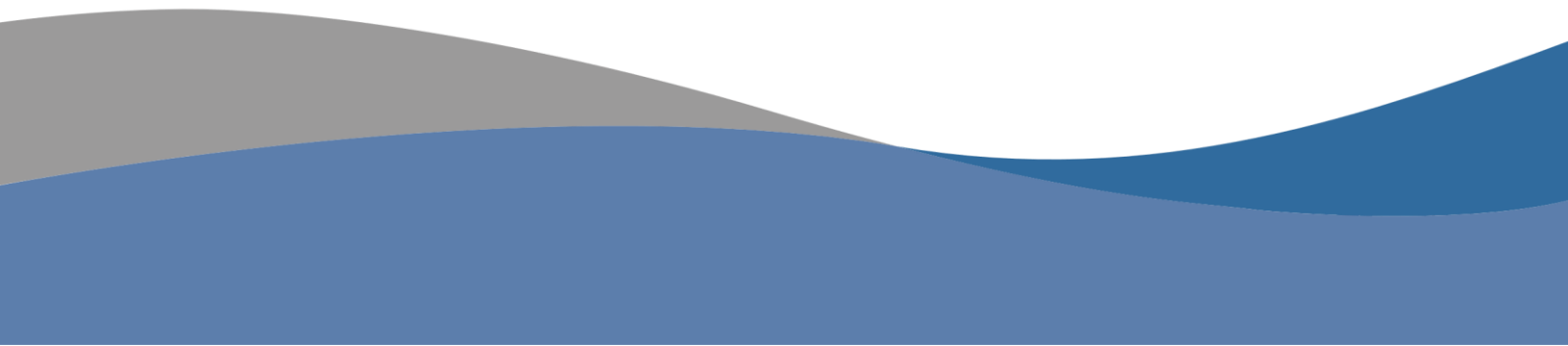
# Education Report

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# Parks, Recreation, and Leisure Studies

California

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# Definition of Parks, Recreation, and Leisure Studies, CIP 31.0101

A program that focuses on the principles underlying recreational and leisure activities, and the practices involved in providing indoor and outdoor recreational facilities and services for the general public.

# Awards

The table below is a list of postsecondary awards in CIP 31.0101 that were granted by institutions located in California in the 2021 academic year.

Schools	Certs & 2yr Awards <sup>1</sup>	4yr Awards <sup>2</sup>	Post-Grad Awards <sup>3</sup>	Avg Net Price <sup>4</sup>
California Polytechnic State University-San Luis Obispo		119		\$20,708
California State University-Sacramento		96	4	\$7,778
California State University-Chico		95	4	\$13,749
California State University-Long Beach		82	9	\$9,171
San Francisco State University		46		\$13,641
San Jose State University		40		\$14,603
California State University-Fresno		37		\$6,336
San Diego State University		32		\$6,867
California State Polytechnic University-Humboldt		31		\$13,904
California State University-East Bay		31		\$12,631
Sierra College	15			\$5,921
Allan Hancock College	11			\$6,629
Fresno City College	10			\$6,391
American River College	3			\$8,101
Feather River Community College District	3			\$11,415
Lake Tahoe Community College	3			\$7,867
El Camino Community College District	2			\$13,296
California State University-Northridge		1		\$8,708
College of the Canyons	1			\$6,400
Cuesta College	1			\$14,586
Cypress College	1			\$7,951
Simpson University	1			\$25,311
California State University-Dominguez Hills				\$4,500
College of the Desert				\$14,179
Palomar College				\$6,659
<b>Total</b>	<b>51</b>	<b>610</b>	<b>17</b>	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

# Occupation Crosswalk

The below table lists all occupations linked with the program, Parks, Recreation, and Leisure Studies, CIP 31.0101.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
25-1193	Recreation and Fitness Studies Teachers, Postsecondary	Doctoral or professional degree	None	None	1%	1%	1%	14%	82%
39-9032	Recreation Workers	High school diploma or equivalent	None	Short-term on-the-job training	21%	19%	10%	38%	12%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

## Definition of Recreation and Fitness Studies Teachers, Postsecondary (25-1193)

Teach courses pertaining to recreation, leisure, and fitness studies, including exercise physiology and facilities management. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

## Definition of Recreation Workers (39-9032)

Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members.

# Occupation Details

As of 2022Q4, total employment for occupations linked to Parks, Recreation, and Leisure Studies in California was 41,395. Over the past three years, linked occupations shed 3,126 jobs in the region and are expected to need in aggregate approximately 62,739 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Parks, Recreation, and Leisure Studies in California<sup>1</sup>

SOC	Occupation	Current						3-Year History	7-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
39-9032	Recreation Workers	39,357	\$39,100	1.16	2,803	6.7%	2,754	-2.4%	61,466	21,210	36,900	3,356	1.2%
25-1193	Recreation and Fitness Studies Teachers, Postsecondary	2,037	\$135,100	1.24	38	1.8%	176	-2.5%	1,273	654	553	67	0.5%
<b>Total - Linked Occupations</b>		<b>41,395</b>	<b>\$43,800</b>	<b>1.16</b>	<b>2,841</b>	<b>6.5%</b>	<b>2,930</b>	<b>-2.4%</b>	<b>62,739</b>	<b>21,864</b>	<b>37,452</b>	<b>3,422</b>	<b>1.1%</b>
<b>Total - All Occupations</b>		<b>19,219,968</b>	<b>\$71,900</b>	<b>1.00</b>	<b>797,161</b>	<b>4.1%</b>	<b>547,112</b>	<b>0.6%</b>	<b>17,029,863</b>	<b>6,722,656</b>	<b>9,379,252</b>	<b>927,955</b>	<b>0.7%</b>

Source: [JobsEQ®](#)

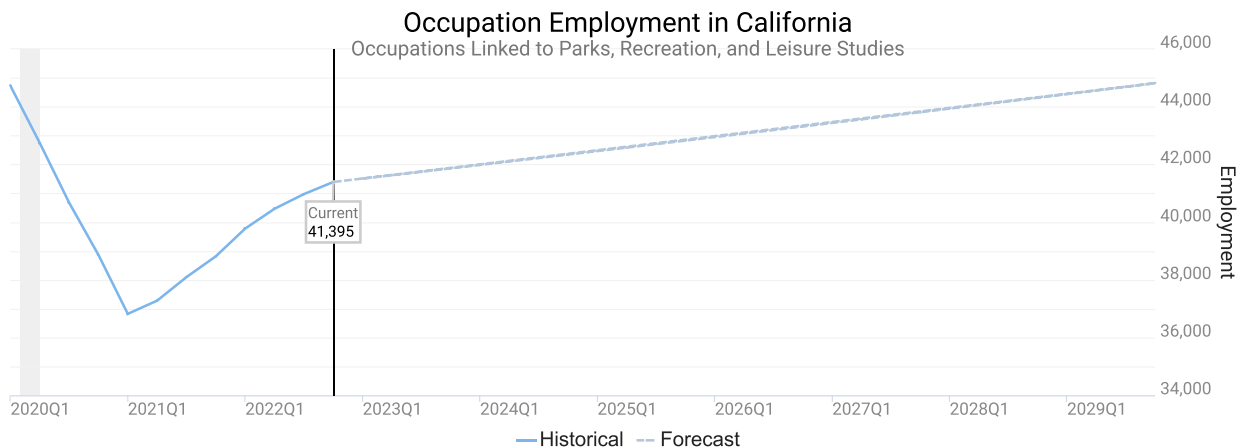
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®, Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

# Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Parks, Recreation, and Leisure Studies. The single industry most employing these occupations in the region is Other Amusement and Recreation Industries, NAICS 7139. This industry employs 4,664 workers in the linked occupations—employment which is expected to increase by 493 jobs over the next ten years; furthermore, 9,756 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

**Industry Distribution for Occupations Linked to Parks, Recreation, and Leisure Studies in California**

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
7139	Other Amusement and Recreation Industries	11.3%	4,664	3,562	6,194	493	10,249
6231	Nursing Care Facilities (Skilled Nursing Facilities)	10.4%	4,314	3,075	5,350	-177	8,248
6241	Individual and Family Services	10.0%	4,159	3,415	5,941	1,145	10,500
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	8.9%	3,688	2,885	5,019	584	8,488
8134	Civic and Social Organizations	8.2%	3,382	2,828	4,920	1,091	8,840
9221	Justice, Public Order, and Safety Activities	8.0%	3,300	2,432	4,232	91	6,756
9211	Executive, Legislative, and Other General Government Support	7.9%	3,290	2,431	4,230	109	6,770
6113	Colleges, Universities, and Professional Schools	5.5%	2,277	1,410	2,010	176	3,596
9231	Administration of Human Resource Programs	4.5%	1,853	1,370	2,384	63	3,817
6112	Junior Colleges	2.8%	1,176	600	679	-10	1,269
6116	Other Schools and Instruction	2.4%	990	817	1,398	333	2,548
7131	Amusement Parks and Arcades	2.0%	847	722	1,256	314	2,292
6111	Elementary and Secondary Schools	1.8%	729	539	938	24	1,501
7211	Traveler Accommodation	1.7%	719	595	1,036	214	1,844
8131	Religious Organizations	1.4%	590	443	771	40	1,254
7212	RV (Recreational Vehicle) Parks and Recreational Camps	1.3%	538	401	698	29	1,128
9241	Administration of Environmental Quality Programs	1.1%	438	324	563	13	900
6221	General Medical and Surgical Hospitals	0.9%	362	264	456	7	726
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	0.8%	347	264	459	32	754
5613	Employment Services	0.8%	344	260	452	27	739
	All Others	8.2%	3,386	2,592	4,509	377	7,478

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

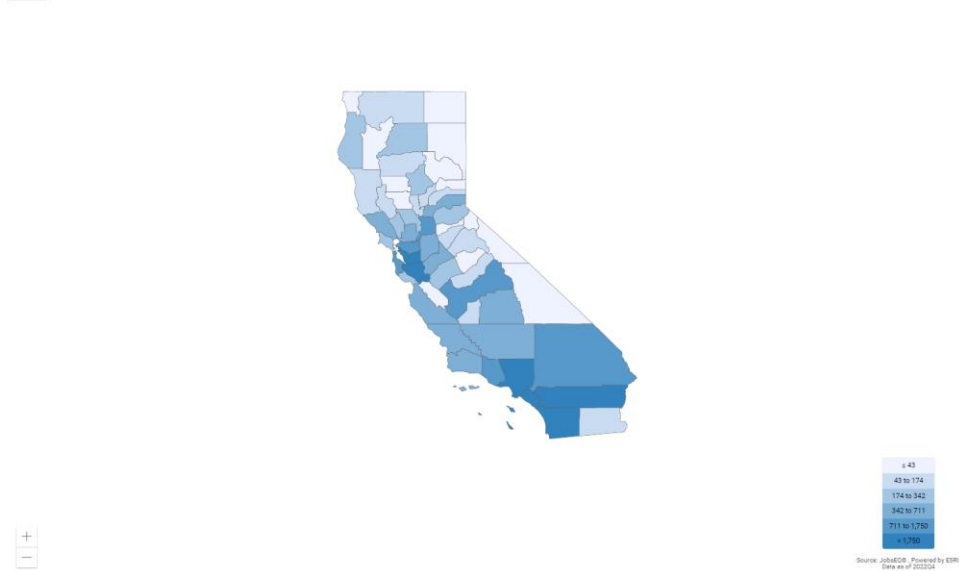
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# Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Parks, Recreation, and Leisure Studies. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Parks, Recreation, and Leisure Studies



## Top Counties with Employment Linked to Parks, Recreation, and Leisure Studies, 2022Q4

Region	Employment
Los Angeles County, California	11,154
Orange County, California	3,903
San Diego County, California	3,836
Santa Clara County, California	2,007
Riverside County, California	1,835
Alameda County, California	1,750
San Francisco County, California	1,639
San Bernardino County, California	1,625
Sacramento County, California	1,554
Contra Costa County, California	950

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.



# Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

## Summary<sup>1</sup>

	Percent		Value	
	California	USA	California	USA
<b>Demographics</b>				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age <sup>2</sup>	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
<b>Population Growth</b>				
Population (Pop Estimates) <sup>4</sup>	—	—	39,029,342	333,287,557
Population Annual Average Growth <sup>4</sup>	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
<b>Educational Attainment, Age 25-64</b>				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
<b>Social</b>				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth <sup>3</sup>	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

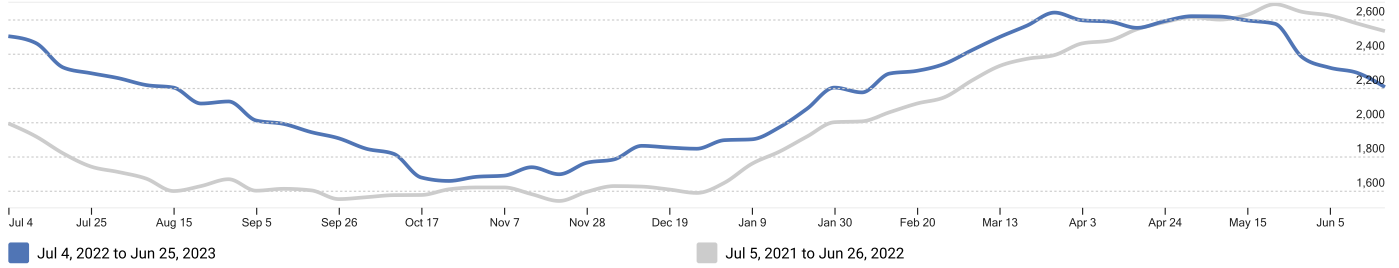
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

# RTI (Job Postings)

Active Job Ads by Date



## Occupations

SOC	Occupation	Active Job Ads
39- 9032.00	Recreation Workers	11,319
25- 1193.00	Recreation and Fitness Studies Teachers, Postsecondary	503

## Locations

Location	Active Job Ads
Los Angeles, California	258
San Diego, California	139
Sacramento, California	138
San Francisco, California	135
San Jose, California	85
Oakland, California	79
Fresno, California	58
Hayward, California	58
Palo Alto, California	47
Sacramento County, California	47

## Employers

Employer Name	Active Job Ads	
Oakmont Management Group	239	
CA DEPARTMENT OF PARKS AND RECREATION	216	
The MENTOR Network	176	
Oakmont Senior Living	147	
Sunrise Senior Living	135	
Edventure More	120	
Marine Corps Community Services	101	
State of California Department of Parks & Recreation	99	
salvation army	93	
Great Wolf Lodge	82	

## Certifications

Certificate Name	Active Job Ads	
Certification in Cardiopulmonary Resuscitation (CPR)	1,601	
First Aid Certification	1,576	
Driver's License	934	
Commercial Driver's License (CDL)	202	
AED Essentials	166	
Lifeguard Certification	111	
Certified Pool/Spa Operator (CPO)	80	
American Red Cross Water Safety Instructor Certification (WSI)	62	
Adult CPR	55	
Certified Nursing Assistant (CNA)	44	

### Hard Skills

Skill Name	Active Job Ads	
Working With Children	1,423	
Microsoft Office	1,366	
Microsoft Excel	1,244	
Spanish	751	
Microsoft PowerPoint	678	
Ability to Lift 41-50 lbs.	631	
Personal Computers (PC)	606	
Teaching/Training, Job	549	
Automated External Defibrillators (AED)	520	
Microsoft Outlook	464	

### Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	6,773	
Cooperative/Team Player	3,313	
Customer Service	2,219	
Organization	2,170	
Supervision/Management	1,746	
Self-Motivated/Ability to Work Independently/Self Leadership	1,539	
Problem Solving	1,440	
Adaptability/Flexibility/Tolerance of Change and Uncertainty	1,410	
Good Judgment	1,410	
Leadership	1,288	

### Job Titles

Job Title	Active Job Ads	
Activities Assistant	420	
Activity Assistant	366	
Program Specialist	225	
Program Supervisor	161	
Activity Director	139	
Activities Coordinator	112	
PARK AIDE (SEASONAL)	103	
Activities Director	96	
Activities Assistant - Full-Time 1st Shift	88	
Recreation Leader	87	

### Job Types

Type	Active Job Ads	
Full-Time	4,937	
Part-Time	3,876	
Temporary (unspecified)	1,874	
Permanent	795	
Remote	178	
Temporary (long-term)	52	
Temporary (short-term)	9	
Temp-to-Hire	7	
Remote Not Indicated	11,644	

### Programs

Program Name	Active Job Ads	
Recreation	254	
Education	246	
Physical Education	241	
Social Science	198	
Kinesiology	152	
Exercise Science	122	
Public Administration	116	
Health Education	112	
Psychology	99	
Human Services	96	

### Education Levels

Minimum Education Level	Active Job Ads	
High school diploma or equivalent	3,459	
Bachelor's degree	1,534	
Associate's degree	546	
Master's degree	55	
Doctoral or professional degree	31	
Unspecified/other	6,197	

# California Regional Map



# FAQ

## What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/05/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

## What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth



demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

### **What is a location quotient?**

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

### **What is NAICS?**

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

#### **About This Report**

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